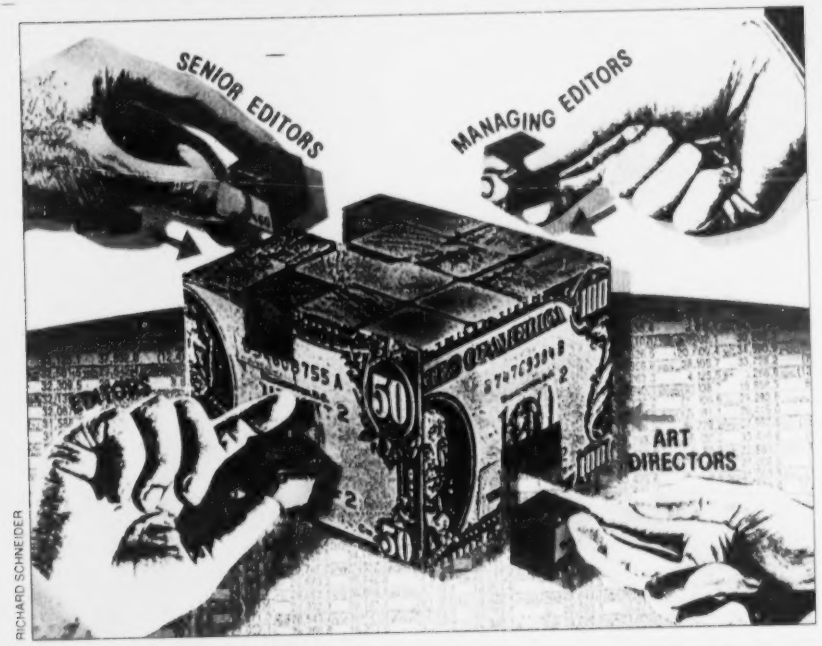
C2575 1

Folio:

The secret life of PCH's Robert Treller . . . page 61

AUGUST 1, 1992 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.50



RICHARD SCHNEIDER

EDITORIAL SALARY SURVEY

Although there are fewer jobs today, many of the positions that remain pay better than you might expect. The pace and volume of work revved up, but so did compensation. Some editors report seeing the soft economy as offering unusual opportunities for personal advancement. 39

HIRING REBOUND?

Recruiter Roland DeSilva (*right*) speaks for the industry in calling himself "cautiously optimistic" about hiring in the next year. Still, it's a buyer's market, so we tell you what skills you need now. 34

SMART IDEAS FROM REGIONALS

City and regionals pioneered value-added selling. Here are some of their publishers' latest ideas, which you may be able to use to strengthen your relationships with advertisers. 57

Contents

UPDATE

For publishers, easy access to bank loans is history 19
Special issues transform *Life* 19
Discrimination lawsuits strike magazine industry 21
Tina Brown era begins for *The New Yorker* 22
Veronis, Suhler see happy days ahead 23
Newspaper publisher tests national business magazine 26
***Esquire* aims at outdoorsmen** 26
New markets emerge for old computers 27
Northwest makes the skies reader-friendly for the Japanese 28

FEATURES

The status of magazine hiring: If you have a job to fill, you'll have your pick of candidates. But if you're unemployed, it isn't going to be easy to find a new position. Learn the key elements employers are looking for in a job candidate's résumé. 34

Folio:'s 1992 editorial salary survey: Job security, or lack thereof, was a prime concern for the editorial professionals who responded to this year's survey. Nonetheless, the predominant mood was one of tempered optimism. How do you measure up to your peers in the industry? 39

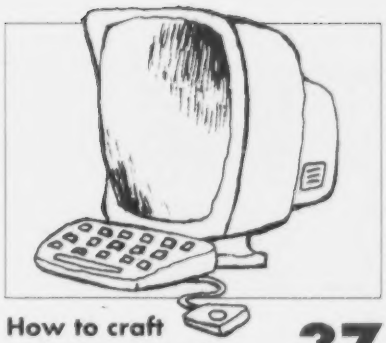
COLUMNS

City & regionals: Building strength. Leveraging local business contacts is just one way of using proximity to advantage.
By Heidi Schultz 57

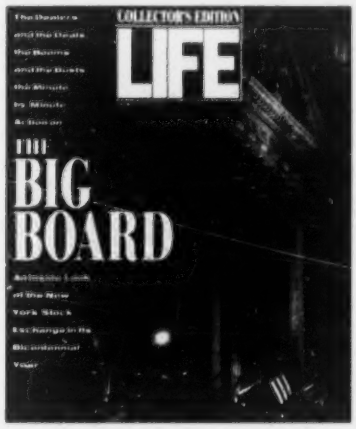
Real people: The hand that signs the letter rules the direct-mail world. If you don't believe it, be prepared to watch your returns decrease.
By Eliot Schein 61

DEPARTMENTS

Folio:Plus 9
Briefings 15
Update 19
Lists: List firms staffing up as optimism grows 29
Magazine Watch: A shot at *Fugitive!* 31
New Magazines 32
Calendar 33
Editorial Index 80



How to craft a dream résumé **37**
Learn the four credentials every job applicant in the magazine business should have on a résumé.



Specials imbue new *Life* **19**
Is *Life* dependent on its themed supplements for its existence? Maybe not, but they sure help sell ads.

What's in a name? **61**
It has the power to warm the hearts and loosen the purse strings of the recipients of your subscription solicitations.

IS YOUR PRESENT TELEMARKETING PROGRAM MEASURING UP???

- **Are your renewals increasing or declining?**
- **Do you know why?**
- **Is your payup rate improving?**
- **Has your current circulation affected your advertising revenues adversely?**

If your answer to any of these questions is negative . . . *ENTERTEL*℠ has the solution. *ENTERTEL*℠ cares as much about the success of your program as you do. Our personal service and quality control procedures add up to guaranteed results. Years of experience and millions of successful calls mean that *ENTERTEL*℠ understands your telemarketing needs . . . for paid or non-paid subscriptions . . . market research . . . consumer or business publications.

TO FIND OUT HOW YOU MAY QUALIFY FOR A ***FREE*** TEST, CALL TOM OLSON AT 1-800-325-8900.

ENTERTEL℠
10583 Lackman Road
Lenexa, Kansas 66219
(913) 841-1200

Circle no. 35 for more information

List Managers

UnCOMMON

We don't like to talk about ourselves much.

But our customers say we're pretty different in the way we treat them.

In fact, it's been said we're somewhat UNCOMMON among list managers.

For one thing, we call you back. Whether we have the answer or not, we do our very best to get back to you by the end of the day. We know it feels awful to be left hanging.

We also make sure we know what we are talking about before we call you. We research our answers thoroughly and try to supply you with as much information as you need. We know your time is important.

Look, we're uncomfortable bragging, but we want you to know this. We try to use a little caring, a little respect, and a little common sense in our interaction with our customers, large or small, and if that makes us UNCOMMON, oh well.....

Call Alan Zamchick or Lynn Martusciello today.
212 767-6677, Fax 212 767-5605

HACHETTE LIST MANAGEMENT
1633 Broadway, 43rd Floor, New York, NY 10019

HACHETTE MAGAZINES INC

The Uncommon Denominator.

AMERICAN PHOTO ⌟ ASTROLOGY ⌟ AUDIO ⌟ BOATING ⌟ CAR AND DRIVER ⌟ CYCLE WORLD ⌟ ELLE ⌟ ELLE DECOR ⌟ FLYING ⌟ HOME ⌟ POPULAR PHOTOGRAPHY ⌟ ROAD & TRACK ⌟ STEREO REVIEW ⌟ TV CROSSWORDS ⌟ WOMAN'S DAY ⌟ WOMAN'S DAY CROSSWORDS ⌟ WOMAN'S DAY HELPFUL HINTS NEWSLETTER

Circle no. 36 for more information

Vol. 21 No. 8

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

Editor: Sean Callahan; Executive Editor: Anne M. Russell; News Editor: Tony Silber; Copy Director: Deborah Schwab; Editorial Production Manager: Holly Wallinger; Copy Editor: Lori Marden; Senior Writers: Liz Horton, Lisa E. Phillips; Staff Writer: Susan Hovey; Editorial Administrator: Rachel Drucker; Editor at Large: Keith J. Kelly; Contributing Editors: Jean Marie Angelo, Karen Burka (Lists), Len Egol (Production), Samir Husni, Paul Miller (Postal), Marilyn Much, Alan E. Sanderfoot (Midwest Correspondent).

Art Director: Cathi A. Kroha; Associate Art Director: Tracy H.M. Hubbard; Art Production Manager: Katherine Marciante.

Group Advertising Director: Shirley Sax; Advertising Account Executives: Peggy Anne Schecter, Scott Schwadron, Brian Thompson, Melanie Wilson; Sales Operations Coordinator: Patti Ochsendorf.

Marketing Services Director: Frank Fazio; Marketing Services Representatives: Judy Killeen, Mort Kramer, Suzi Lynch, Maureen Mollahan, Karen Putrimas,Beth Saar; Sales Operations Manager: Gloria Williams; Marketing Services Coordinator: Christina Rankin.

Corporate Promotion Director: Joanne Fitzsimmons; Promotion Production Director: Randi Slusky; Promotion Manager: Nora Sikes; Assistant Promotion Manager: Dawn Tudor; Promotion Coordinator: Kathleen Lombardo; Assistant Production Manager: Joanne O'Donnell; Graphic Designer: Laura Foy-Farrell.

Group Manufacturing Manager: Patricia K. Raddock; Associate Group Manufacturing Manager: Terri R. Ballester; Advertising Production Manager: Nancy Gebhardt; Production Systems Manager: Andrew Wold; Special Sections Production Coordinator: Joanne DeFosche.

Circulation Director: Jeffrey Hartford; Circulation Assistant: Madie Richardson; Reader Service Coordinator: Pat Giacalone; Information Systems Manager: Kenneth S. Jones; Billing Manager: H. Lee Green.

Manager Conferences and Expositions: Pamela Dimond; Exposition Services Director: Edie Gardner.

Cowles Business Media President and CEO: Hershel B. Sarbin; VP/Group Publisher: William D. Hoiber; VP/Production: Roberta Thomas; VP/Finance and Administration: Douglas J. Manoni; VP/Circulation: Lynn C. Bushell; VP/Conferences & Education: Carl S. Pugh; VP/Planning & Development: Judy Kruegler Lee; General Editor, Educational Training Products: Barbara Love.

Founding Publisher: J. J. Hanson

FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT is published monthly, with a special FOLIO: SourceBook issue published during the month of September. Copyright © 1992 Cowles Business Media. FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT is published by Cowles Business Media, 6 River Bend, P.O. Box 4949, Stamford, CT 06907-0949; 203-358-9900. Fax: 203-357-9014. And 232 Madison Ave., Suites 1500 (Editorial) and 1409 (Advertising), New York, NY 10016; 212-683-3540. Faxes: 212-683-3986 (Editorial) and 212-683-4072 (Advertising). For reprint information, contact Laura Selway, ext. 343. Minimum—100 reprints.

COWLES BUSINESS MEDIA
A Division of
Cowles Media Company

Cowles Business Media, an affiliate of Cowles Media Company, also publishes Catalog Age, Inside Media, FOLIO:'s Publishing News and Direct.

Subscriptions: U.S.—1 yr. (13 issues), $68; 2 yrs. (26 issues), $108; 3 yrs. (39 issues), $143. Canada and Mexico—1 yr. (13 issues), $88; 2 yrs. (26 issues), $140; 3 yrs. (39 issues), $177. Foreign (air only)—1 yr. (13 issues), $144; 2 yrs. (26 issues), $270; 3 yrs. (39 issues), $384. Single copies of most past issues, $8. Special issues cost more. European subscriptions: Nordic Subscription Consultants Limited, 16 Rosevine Rd., London SW20 8RB, England. Postmaster: Please send address changes to FOLIO:, P.O. Box 4294, Stamford, CT 06907-0294. ISSN: 0046-4533. Second class postage paid at Stamford, Connecticut, and additional entry points.

ABP The Audit Bureau Member MPA

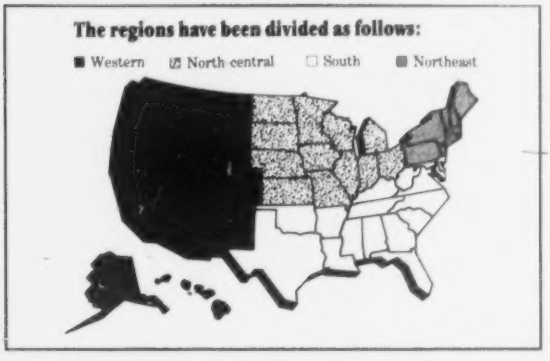
FOLIO:'s 1992 Editorial Salary Survey

Methodology

Five hundred eighty of the 1,322 editorial professionals who received questionnaires responded to FOLIO:'s eighth annual editorial salary survey, resulting in an overall response rate of 44 percent. Five hundred forty-two responses (41 percent) contained sufficient information to be used for tabulation. The survey was conducted through two mailings, in March and April 1992.

The sample universe was divided among five categories of editorial professionals. Each category was evenly divided between consumer and business titles. About 64 percent came from magazines with under 100,000 in circulation; 36 percent came from magazines with more than 100,000 in circulation. This year, the senior/associate editor category was changed to reflect only senior editors and exclude those having associate editor responsibilities. This provides a sharper picture of senior editors' salaries, since combining the two titles had tended to make both sets of data less accurate.

All participants were asked to supply data reflecting 1992 earnings; if exact figures were unavailable, respondents were asked to estimate. Some respondents did not report an exact figure, but instead gave an expected range. Here the mean was used for tabulation.



Who's making what? How do you measure up against your peers?

By Suzanne Zelkowitz

Job security, or lack thereof, was a prime concern for the editorial professionals who responded to this year's survey. But while reports of frozen wages, pay cuts, layoffs, lost bonuses, scaled-back benefits, slashed budgets, reduced mobility, and forced cutbacks to part-time employment poured into our offices, the predominant mood was nonetheless one of tempered optimism.

More than 80 participants took the time to write that their magazines and/or jobs had been relatively unaffected by the current economic climate. The words of a top editorial manager, "It will take years to re-establish the value of quality editorial personnel," were balanced by a senior editor who says, "The magazine is afloat and I am thankful to have a job that is creative and fulfilling."

Many execs could see both positives and negatives. "Watching co-workers get put on reduced or flex hours for economic reasons is always disturbing," writes one managing editor. "But being in good shape for the post-recession marketplace will be good for my magazine in the long-run."

Editorial integrity was another issue that drew strong reaction, with numerous reports of intensified ad pressure on editorial. "While our publisher has kept an acceptable distance between editorial and advertising, the connection between the two is never far from view. A larger percentage of our book is given to hooks and ad sections—all ethical, legitimate and less interesting than unencumbered features. I hate that!" laments one managing editor.

Pressure to accept increased responsibility without commensurate compensation has become a hard reality. Staff cuts have taken their toll. "We seem to work harder, longer hours. It's a good thing we love what we do. But we're getting very tired," acknowledges a top manager. Adds another, "My biggest problem has been lack of time to do long-range planning, conceptualizing. Also my staff is as lean as it can be (and getting meaner every day)."

But amid reports of "imminent burnout," one art director speaks for many editorial professionals on the business of making magazines: "I still love it and look forward to the daily insanity."

Editorial management

Editorial management (editor and publisher, editor in chief, editorial director): Sets editorial policy. May hold other titles; may be in charge of other products and other departments in addition to editorial. The editor reports to this individual.

The grayer, the greener. Editorial managers who are 40-plus outdistance younger colleagues by 61 percent in salary. The gap widens to 85 percent in *total* compensation.

Average salaries (The number of respondents is in parentheses.)		% increase from '91 to '92
All respondents	$63,436 (108)	8.1%
Business	$64,248 (67)	8.2
Consumer	$62,563 (40)	7.9
Top one-third	$100,269 (36)	
Middle one-third	$54,781 (36)	
Bottom one-third	$35,258 (36)	

	Average	Average business	Average consumer
By region:			
Northeast	$74,847 (38)	$78,397 (29)	$63,411 (9)
South	55,556 (27)	61,257 (14)	49,867 (12)
North central	54,900 (20)	50,214 (14)	65,833 (6)
Western	61,257 (23)	47,050 (10)	72,185 (13)
By sex:			
Male	$69,724 (63)	$71,385 (34)	$68,625 (28)
Female	53,670 (44)	55,641 (32)	48,417 (12)
By years in editorial:			
Up to 5	$34,600 (4)	$25,000 (2)	$44,200 (2)
6-10	49,983 (47)	49,426 (27)	50,735 (20)
11-20	78,456 (34)	77,795 (22)	82,909 (11)
More than 20	73,739 (23)	75,538 (16)	69,629 (7)
By age:			
29 or less	$46,125 (8)	$47,250 (4)	$45,000 (4)
30-39	48,428 (43)	52,308 (26)	42,400 (16)
40-49	75,079 (33)	72,132 (19)	79,079 (14)
50 or more	80,088 (24)	76,950 (18)	89,500 (6)
Eligible for bonus:			
Yes	$70,670 (53)	$70,548 (33)	$70,870 (20)
No	56,465 (55)	58,132 (34)	54,255 (20)
Responsible for:			
One magazine	$62,103 (58)	$62,861 (36)	$61,667 (21)
More than one magazine	64,982 (50)	65,858 (31)	63,553 (19)
By editorial personnel supervised:			
None one	$44,815 (20)	$52,200 (10)	$36,700 (9)
2-5	51,514 (49)	51,242 (31)	51,983 (18)
6-10	71,645 (20)	75,821 (14)	61,900 (6)
More than 10	105,142 (19)	94,583 (12)	123,586 (7)
By circulation:*			
Up to 49,999	$52,285 (54)	$54,074 (42)	$46,209 (11)
50,000-99,999	66,947 (15)	85,929 (7)	50,338 (8)
100,000 or more	74,961 (38)	73,941 (17)	75,786 (21)
By frequency:*			
Weekly/biweekly	$76,542 (12)	$75,250 (10)	$83,000 (2)
Monthly	63,239 (70)	60,622 (46)	69,309 (23)
Other	57,919 (26)	69,409 (11)	49,493 (15)
By average annual editorial pages:*			
Up to 499	$50,509 (34)	$54,300 (20)	$45,093 (14)
500-999	71,290 (51)	71,170 (27)	72,617 (23)
1,000 or more	62,150 (20)	61,294 (17)	67,000 (3)

*** Refers to the largest-circulation magazine on which respondent works.**

Editorial management

Average total compensation:

Received bonus/incentive
$79,358 (52)

Did not receive
$56,465 (55)

Business
$76,963 (32)

Consumer
$83,190 (20)

Range of average total compensation:

Top one-third
$134,829 (17)

Middle one-third
$66,065 (17)

Bottom one-third
$39,522 (18)

Includes only individuals who reported receiving both salary and bonus. The number of respondents is in parentheses.

Editor

Editor: Responsible for editorial direction and content, including art, text and cover of one or more magazines.

Playing a supervisory role earns editors with more than five editorial staffers nearly double the salary of peers who direct one or none.

Average salaries (The number of respondents is in parentheses.)		% increase from '91 to '92
All respondents	$45,608 (124)	6.6%
Business	$48,609 (65)	8.2
Consumer	$42,365 (57)	4.4
Top one-third	$68,572 (41)	
Middle one-third	$40,648 (41)	
Bottom one-third	$28,035 (42)	

	Average	Average business	Average consumer
By region:			
Northeast	$54,613 (38)	$55,092 (25)	$53,692 (13)
South	43,040 (36)	45,142 (18)	40,994 (17)
North central	40,624 (19)	43,675 (13)	34,017 (6)
Western	40,606 (31)	44,667 (9)	38,848 (21)
By sex:			
Male	$51,050 (73)	$55,656 (55)	$47,158 (36)
Female	37,955 (50)	40,588 (30)	34,305 (20)
By years in editorial:			
Up to 3	$29,536 (14)	$30,300 (5)	$27,750 (8)
4-10	40,287 (59)	44,012 (30)	36,271 (28)
11-20	56,696 (41)	56,990 (26)	56,187 (15)
More than 20	54,040 (10)	51,500 (4)	55,733 (6)
By age:			
29 or less	$32,668 (20)	$38,044 (8)	$29,083 (12)
30-39	45,903 (53)	47,181 (29)	44,504 (23)
40-49	52,606 (36)	55,696 (23)	47,138 (13)
50 or more	45,027 (15)	41,200 (5)	47,711 (9)
Eligible for bonus:			
Yes	$45,980 (40)	$48,524 (21)	$43,168 (19)
No	45,431 (84)	48,650 (44)	41,963 (38)
Responsible for:			
One magazine	$47,196 (81)	$51,501 (42)	$42,670 (37)
More than one magazine	42,918 (42)	45,934 (22)	41,800 (20)
By editorial personnel supervised:			
None one	$36,284 (56)	$38,000 (29)	$34,441 (27)
2-5	45,740 (47)	46,824 (21)	45,229 (24)
More than 5	71,885 (20)	71,620 (15)	72,680 (5)
By circulation:*			
Up to 49,999	$38,233 (50)	$42,122 (30)	$31,947 (19)
50,000-99,999	48,337 (27)	52,041 (17)	42,267 (9)
100,000 or more	52,524 (46)	57,618 (17)	49,221 (29)
By frequency:*			
Weekly biweekly	$64,285 (13)	$65,027 (11)	$60,200 (2)
Monthly	46,796 (65)	47,148 (32)	46,859 (31)
Other	38,651 (46)	42,525 (22)	35,100 (24)
By average annual editorial pages:*			
Up to 499	$39,691 (60)	$41,926 (33)	$36,842 (26)
500-999	48,366 (37)	54,102 (15)	44,619 (21)
1,000 or more	56,086 (22)	57,929 (14)	52,863 (8)

*** Refers to the largest-circulation magazine on which respondent works.**

Editor

Average total compensation:

Received bonus/incentive $47,806 (36)

Did not receive $45,431 (84)

Business $49,889 (18)

Consumer $45,722 (18)

Range of average total compensation:

Top one-third $70,283 (12)

Middle one-third $43,825 (12)

Bottom one-third $29,308 (12)

Includes only individuals who reported receiving both salary and bonus. The number of respondents is in parentheses.

Managing editor

Managing editor: Coordinates editorial, art and production departments to ensure that the magazine is put out on time and in an acceptable form. Oversees the copy editing and proofreading staff to make sure the magazine is factually and grammatically correct.

Seasoned managing editors with over 10 years in the business receive 42 percent more in wages than their less-experienced counterparts.

Average salaries (The number of respondents is in parentheses.)

		% increase from '91 to '92
All respondents	$40,814 (124)	8.4%
Business	$40,945 (58)	7.2
Consumer	$40,659 (64)	7.7
Top one-third	$57,988 (41)	
Middle one-third	$37,903 (41)	
Bottom one-third	$26,892 (42)	

	Average	Average business	Average consumer
By region:			
Northeast	$46,620 (50)	$44,792 (24)	$48,440 (25)
South	35,608 (21)	39,200 (9)	33,057 (14)
North central	34,913 (29)	37,755 (18)	30,264 (11)
Western	41,090 (21)	38,200 (7)	42,536 (14)
By sex:			
Male	$41,511 (49)	$40,897 (19)	$42,000 (29)
Female	40,359 (75)	40,968 (39)	39,549 (35)
By years in editorial:			
Up to 5	$27,500 (10)	$28,667 (3)	$27,000 (7)
6-10	36,093 (64)	34,702 (32)	37,183 (30)
11-20	48,546 (36)	50,167 (14)	47,514 (22)
More than 20	52,185 (13)	53,250 (8)	50,480 (5)
By age:			
29 or less	$31,531 (21)	$32,407 (7)	$31,093 (14)
30-39	38,660 (59)	37,404 (32)	40,148 (27)
40-49	47,745 (31)	49,751 (15)	46,850 (16)
50 or more	49,062 (13)	50,750 (6)	47,614 (7)
Eligible for bonus:			
Yes	$42,151 (37)	$42,121 (16)	$42,138 (21)
No	40,255 (87)	40,496 (42)	39,937 (43)
Responsible for:			
One magazine	$42,993 (89)	$42,544 (40)	$43,492 (48)
More than one magazine	35,276 (35)	37,836 (18)	32,165 (16)
By editorial personnel supervised:			
None one	$33,985 (38)	$33,847 (18)	$34,110 (20)
2-5	38,899 (55)	39,576 (27)	37,958 (26)
More than 5	53,130 (30)	55,067 (12)	51,839 (18)
By circulation:*			
Up to 49,999	$34,716 (45)	$36,445 (32)	$30,462 (13)
50,000-99,999	39,408 (26)	44,917 (6)	37,374 (19)
100,000 or more	46,724 (52)	47,082 (19)	46,755 (32)
By frequency:*			
Weekly biweekly	$46,044 (18)	$54,845 (11)	$32,214 (7)
Monthly	41,758 (66)	37,472 (33)	46,034 (32)
Other	36,938 (40)	38,207 (14)	36,144 (25)
By average annual editorial pages:*			
Up to 499	$36,366 (43)	$37,620 (22)	$34,855 (20)
500-999	41,804 (45)	37,971 (17)	44,132 (28)
1,000 or more	45,168 (33)	49,185 (17)	40,627 (15)

*** Refers to the largest-circulation magazine on which respondent works.**

Managing editor

Average total compensation:

Received bonus/incentive $45,526 (34)

Did not receive $40,255 (87)

Business $46,078 (14)

Consumer $45,140 (20)

Range of average total compensation:

Top one-third $66,391 (11)

Middle one-third $42,276 (11)

Bottom one-third $29,379 (12)

Includes only individuals who reported receiving both salary and bonus. The number of respondents is in parentheses.

Senior editor

Senior editor: Plans and writes features and other articles. May head editorial feature department and may oversee other editorial employees, freelance writers and designers. Keeps abreast of trends and news; is responsible for editorial work in assigned subject area.

The earning power of senior editors on magazines with circulations of 100,000 or more is over a third greater than those on titles with 50,000 or less.

Average salaries (The number of respondents is in parentheses.)		% increase from '91 to '92
All respondents	$43,314 (111)	5.5%
Business	$45,581 (62)	4.6
Consumer	$40,655 (47)	7.1
Top one-third	$60,322 (37)	
Middle one-third	$40,750 (37)	
Bottom one-third	$28,870 (37)	

	Average	Average business	Average consumer
By region:			
Northeast	$48,724 (48)	$49,750 (29)	$48,529 (17)
South	39,972 (25)	41,680 (10)	38,833 (15)
North central	41,024 (21)	43,175 (16)	34,140 (5)
Western	35,019 (16)	37,950 (6)	33,260 (10)
By sex:			
Male	$46,088 (54)	$49,958 (32)	$40,955 (20)
Female	40,686 (57)	40,913 (30)	40,453 (27)
By years in editorial:			
Up to 3	$25,786 (7)	$29,750 (2)	$21,400 (5)
4-10	40,464 (56)	42,005 (31)	38,817 (25)
11-20	44,341 (29)	45,393 (15)	43,214 (14)
More than 20	60,300 (15)	58,591 (11)	65,000 (4)
By age:			
29 or less	$31,408 (13)	$33,000 (6)	$30,043 (7)
30-39	41,394 (49)	44,114 (29)	37,579 (19)
40-49	46,669 (31)	51,891 (16)	41,464 (14)
50 or more	51,361 (18)	47,136 (11)	58,000 (7)
Eligible for bonus:			
Yes	$46,404 (26)	$46,500 (15)	$46,273 (11)
No	42,369 (85)	45,288 (47)	38,939 (36)
Responsible for:			
One magazine	$43,841 (92)	$45,140 (51)	$42,569 (39)
More than one magazine	58,861 (18)	64,890 (10)	51,325 (8)
By editorial personnel supervised:			
None/one	$41,892 (65)	$44,510 (39)	$37,752 (25)
More than one	46,289 (42)	48,133 (20)	45,024 (21)
By circulation:*			
Up to 49,999	$36,186 (35)	$40,157 (21)	$30,229 (14)
50,000-99,999	41,118 (28)	44,050 (16)	37,518 (11)
100,000 or more	49,724 (47)	51,118 (25)	48,767 (21)
By frequency:*			
Weekly/biweekly	$50,658 (25)	$50,136 (18)	$52,000 (7)
Monthly	41,255 (67)	43,561 (38)	38,437 (27)
Other	40,911 (19)	44,717 (6)	39,154 (13)
By average annual editorial pages:*			
Up to 499	$34,753 (12)	$33,633 (6)	$35,800 (5)
500-999	40,970 (57)	46,374 (19)	35,267 (18)
1,000 or more	44,904 (40)	48,220 (28)	37,364 (11)

*** Refers to the largest-circulation magazine on which respondent works.**

Senior editor

Average total compensation:

Received bonus/incentive — $51,168 (26)

Did not receive — $42,369 (85)

Business — $53,529 (15)

Consumer — $47,948 (11)

Range of average total compensation:

Top one-third — $75,213 (8)

Middle one-third — $47,058 (9)

Bottom one-third — $33,904 (9)

Includes only individuals who reported receiving both salary and bonus. The number of respondents is in parentheses.

Art director

Art director: Oversees editorial art and design work for the magazine. Oversees art production. Also heads photography and illustration.

Art directors who oversee more than five art/design employees outearn those who are not supervisors by a full 84 percent in salary.

Average salaries (The number of respondents is in parentheses.)		% increase from '91 to '92
All respondents	$42,485 (75)	7.4%
Business	$42,195 (40)	8.9
Consumer	$43,764 (33)	5.9
Top one-third	$60,440 (25)	
Middle one-third	$38,724 (25)	
Bottom one-third	$28,292 (25)	

	Average	Average business	Average consumer
By region			
Northeast	$47,458 (31)	$47,632 (19)	$47,185 (12)
South	35,269 (13)	34,929 (7)	38,400 (5)
North central	35,537 (19)	36,070 (10)	35,250 (8)
Western	48,458 (12)	44,375 (4)	50,500 (8)
By sex:			
Male	$44,579 (58)	$41,861 (18)	$49,222 (18)
Female	40,335 (17)	42,464 (22)	37,215 (15)
By years in editorial:			
Up to 5	$29,250 (10)	$31,667 (6)	$26,855 (5)
6-10	39,294 (33)	39,958 (19)	38,395 (14)
11-20	45,724 (21)	46,708 (12)	40,650 (8)
More than 20	82,500 (6)	70,000 (2)	88,750 (4)
By age:			
29 or less	$32,091 (11)	$34,000 (4)	$32,500 (6)
30-39	40,143 (40)	41,133 (24)	39,067 (15)
40-49	48,669 (16)	48,083 (6)	55,020 (10)
50 or more	56,125 (8)	56,000 (6)	56,500 (2)
Eligible for bonus:			
Yes	$44,688 (53)	$41,857 (14)	$47,567 (18)
No	40,755 (42)	42,373 (26)	39,200 (15)
Responsible for:			
One magazine	$44,445 (29)	$40,477 (13)	$48,680 (15)
More than one magazine	41,250 (46)	43,019 (27)	39,667 (18)
By design/art personnel supervised:			
None	$35,076 (17)	$34,511 (9)	$32,814 (7)
One	41,208 (12)	39,750 (4)	45,286 (7)
2-5	41,915 (34)	42,874 (19)	40,700 (15)
More than 5	60,773 (11)	50,438 (8)	88,333 (3)
By circulation:*			
Up to 49,999	$36,907 (15)	$40,760 (10)	$31,000 (4)
50,000-99,999	41,738 (21)	45,727 (11)	37,350 (10)
100,000 or more	45,261 (38)	41,150 (18)	49,826 (19)
By frequency:*			
Weekly biweekly	$49,955 (11)	$44,750 (6)	$56,200 (5)
Monthly	41,171 (45)	40,490 (29)	44,571 (14)
Other	41,274 (19)	49,000 (5)	38,514 (14)
By average annual editorial pages:*			
Up to 499	$37,105 (19)	$37,125 (8)	$37,091 (11)
500-999	39,520 (25)	41,985 (13)	37,245 (11)
1,000 or more	51,095 (21)	45,318 (11)	59,650 (10)

*** Refers to the largest-circulation magazine on which respondent works.**

Art director

Average total compensation:

Received bonus incentive
$47,872 (52)

Did not receive
$40,250 (46)

Business
$45,761 (14)

Consumer
$52,136 (17)

Range of average total compensation:

Top one-third
$70,890 (10)

Middle one-third
$45,896 (11)

Bottom one-third
$30,923 (11)

Includes only individuals who reported receiving both salary and bonus. The number of respondents is in parentheses.